DOCUMENT RESUME

ED 093 022 CS 500 770

AUTHOR Katula, Richard, Comp.
TITLE A Selected Bibliography of Herbert Marshall McLuhan (1911-1973).
PUB DATE 73
NOTE 24p.

EDRS PRICE MF-$0.75 HC-$1.50 PLUS POSTAGE
DESCRIPTORS *Bibliographies; Book Reviews; Communication (Thought Transfer); Literature; *Mass Media
IDENTIFIERS *McLuhan (Marshall)

ABSTRACT

Spanning Herbert Marshall McLuhan's writing career, this selected bibliography covers his development as a scholar, beginning with his education and scholarly growth in the classical and literary traditions, continuing with his turning toward society and more popular concerns--especially communication, and concluding with his synthesizing of these two traditions into a new style, sometimes referred to as "McLuhanisms." Included are articles, books, and one movie--all listed separately but chronologically--both by and about McLuhan, as well as reviews of his books. (JM)

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ED 093022

A SELECTED BIBLIOGRAPHY OF HERBERT MARSHALL MCLUHAN (1911-1973)

Compiled by Richard Katula, Ph.D.
University of Rhode Island

PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL HAS BEEN GRANTED BY
Richard Katula

TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER.

Biographical Highlights:

Born: July 21, 1911 - Edmonton, Alberta, Canada
Parents: Herbert Ernest - Real Estate and Insurance Salesman
Elsie Naomi - Actress

Education: B.A. - Manitoba University - 1933 - Literature
M.A. - Manitoba University - 1934 - Literature
B.A. - Trinity Hall, Cambridge University - 1936 - Literature
M.A. - Trinity Hall, Cambridge University - 1940 - Medieval Education
Rennaisance Literature
PhD. - Trinity Hall, Cambridge University - 1942 - Elizabethan Rhetoric
Dissertation: "The Place of Thomas Nashe in the Learning of his Time"

Book Awards: 1963 Governor-General's Award for Prose Literature for Gutenberg Galaxy (Canada's top literary award)

Teaching Positions:
1937 - St. Louis University, St. Louis, Missouri
1944 - Assumption University, Windsor, Ontario
1946 - St. Michael's College, Toronto, Ontario, Canada (Roman Catholic Branch of the University of Toronto)
1967 - Albert Schweitzer Chair in Humanities - Fordham University (one year app't.)
1968 - University of Toronto - Centre for Culture and Technology

cs 500 770

An Introductory Essay

The ideas of Herbert Marshall McLuhan have had an enormous impact on contemporary thinking. Whether one assesses McLuhan as charlatan or prophet, it is undeniable that he has influenced such diverse fields as art, architecture, advertising, communications, literature, sociology, and education. "Even if he is wrong, it matters," is a remark by George Elliot which seems to sum up McLuhan's career most concisely.

McLuhan is best known for his work in the 1960s having to do with the media, and his "Medium is the message," theme has been viewed by some as a profound insight into our knowledge of the process of communication. Little, if anything, however, is known about Herbert Marshall McLuhan prior to his burst onto the national scene in 1964 with Understanding Media, The Extensions of Man. Similarly, since the 1960s, McLuhan's star has dimmed somewhat, and while he continues to write, fewer continue to read him,(judging at least by book reviews, and sales.) As a result, few people know the whole story of Herbert Marshall McLuhan.

It was with these thoughts in mind that I undertook the task of collating McLuhan's writing career into bibliographical form. What emerges, I believe, is the growth of a scholar in three phases: (1) McLuhan's education in the finest classical and literary traditions and his growth as a scholar in this field; (2) his turning toward the society at large and more "popular" concerns (versus the esoteric concerns of the classicist); and (3) his synthesizing of these two traditions into a new idea, and a new style, sometimes called "McLuhanisms," or "McLuhanesque," or, as Ronald Theall calls it in The Medium is The Rear View Mirror, the "Essai Concrete." Looking at these three phases of his growth, it is evident that McLuhan has been engaged in a dialectic which spans four decades, and which has borne fruit in each.

To really understand McLuhan requires one to look at his whole career, and this bibliography is intended to serve that end. The entries come from all the major literary indices, as well as many minor indices. I also scanned bibliographies in books about McLuhan for entries not listed elsewhere. Some entries lack page numbers due to their unavailability, and although McLuhan has been published frequently in foreign nations, these are mostly translations, and thus have been omitted, except for Canada.

A SELECTED BIBLIOGRAPHY:

ARTICLES

1934

McLuhan, Herbert Marshall. "George Meredith as a Poet and Dramatic Parodist." Master's Thesis, University of Manitoba, 1934.

1936

_____. "G.K. Chesterton: A Practical Mystic." Dalhousie Review 15 (1936).

1937

_____. "The Cambridge English School." Fleur de Lis (Student Magazine) St. Louis University (1937).

_____. "Creative Thought vs. Pragmatism." ibid.

_____. "The Non-Being of Non-Being." ibid.

1943

_____. "Aesthetic Patterns in Keat's Odes." University of Toronto Quarterly 12 (January, 1943): 167-79.

_____. "Education of Free Man." Studies in Honour of St. Thomas Aquinas (St. Louis University) 1 (1943).

_____. "On Herbert's Virtue." The Explicator 1, no. 2 (October, 1943).

_____. "Dagwood's America." Columbia 23 (January, 1944).

1944

_____. "Edgar Poe's Tradition." Sewanee Review 52, no. 1 (January, 1944).

_____. "Eliot's Hippopotamus." The Explicator 2, no. 7 (May, 1944).

_____. "Kipling and Forster." Sewanee Review 52, no. 3 (July, 1944).

_____. "Lewis." Studies in Honour of St. Thomas Aquinas (St. Louis University) 2 (1944).

_____. "Poetic vs. Rhetorical Exegesis." Sewanee Review 52, no. 2 (April, 1944).

1945

_____. "The New York Wits." Kenyon Review 7, no. 1 (1945).

1946

_____. "The Analogical Mirrors." in Gerald Manley Hopkins, Kenyon Review (New York, New Directions, 1946).

_____. "Ancient Quarrel in Modern America; Hutchins and Adler - Sophists, Grammarians and Dialecticians - Cicero vs. John Dewey - South vs. North - Athens to Chicago." Classical Journal 41 (January, 1946):156-162.

_____. "Footprints in the Sands of Time." Sewanee Review 54, no. 4 (October, 1946).

_____. "Out of the Castle into the Counting House." Politics (1946).

1947

_____. "American Advertising." Horizon nos. 93 and 94 (1947).

_____. "Inside Blake and Hollywood." Sewanee Review 55, no. 4 (October, 1947).

_____. "Mr. Connally and Mr. Hook." ibid. no. 1 (July, 1947).

_____. "Introduction to Paradox of Chesterton." by Hugh Kenner (New York: Shedd and Ward, 1947).

_____. "The Southern Quality." Sewanee Review 55, no. 1 (July, 1947).

_____. "Time, Life, and Fortune." View Magazine (Spring, 1947).

1948

_____. "Henry IV, Mirror for Magistrates." University of Toronto Quarterly 17 (January, 1948): 152-160.

_____. "On Herbert's Virtue." in Readings for Liberal Education. L. G. Locke, W.M. Gibson, and G. Arms, eds. (New York: Rinehart, 1948): 534-535.

1949

_____. "Color-Bar on BBC English." Canadian Forum 29 (April, 1949).

_____. "Mr. Eliot's Historical Decorum." Renascence 2, no. 1 (Autumn, 1949).

1950

_____. "Pound's Critical Prose." in Examination of Ezra Pound: A Collection of Essays. Peter Russell, ed. (New York: New Directions, 1950): 165-71.

_____. "T. S. Eliot." Renascence 3, no. 1 (Autumn, 1950).

1951

_____. "The Picture on Your Mind." Ammunition (December, 1951).

_____. "The American Novel Through Fifty Years: John Dos Passos." America 85, no. 3 (June, 1951).

_____. "The Folklore of Industrial Man." Neurotica 8, no. 3 (Spring, 1951).

_____. "John Dos Passos: Technique vs. Sensibility." in Fifty Years of the American Novel: A Christian Appraisal. Charles Gardiner, ed. (New York: Charles Scribner's Sons, 1951): 151-64.

_____. "Joyce, Aquinas, and the Poetical Process." Renascence 4, no. 1 (Winter, 1951).

_____. "Poetry and Opinion: Examination of Ezra Pound and Letter of Pound." ibid. 3, no. 2 (Spring, 1951).

_____. "Tennyson and Picturesque Poetry." Essays in Criticism 1, no. 3 (July, 1951).

1952

McLuhan, Herbert Marshall. "Advertising as a Magical Institution." Commerce Journal (University of Toronto) (January, 1952).

_____. "The Aesthetic Moment in Landscape Poetry." in English Institute Essays 1951. Alan Downe, ed. (New York: Columbia University Press, 1952): 168-81.

_____. "Baseball Is Culture." CBC Times (October 25, November 1, and November 8, 1952).

_____. "Defrosting Canadian Culture." American Mercury 74, no. 339 (March, 1952): 91-97.

_____. "Technology and Political Change." International Journal 7 (Summer, 1952): 189-95.

Ong, Walter J. "A Modern Sensibility." Social Order (February, 1952).

1953

McLuhan, Herbert Marshall. "The Age of Advertising." Commonweal 58, no. 23 (September, 1953): 555-57.

_____. "Comics and Culture." Saturday Night 68, no. 1 (February 28, 1953): 1, 19-20.

_____. "Culture Without Literacy." Explorations 1 (December, 1953).

_____. "James Joyce: Trivial and Quadrivial." Thought 28, no. 108 (Spring, 1953

_____. "The Later Innis." Queen's Quarterly 60, no. 3 (Autumn, 1953): 385-94.

_____. "Maritain on Art." Renascence 6 (Autumn, 1953).

_____. "The Poetry of George Herbert and Symbolist Communication." Thought (Autumn, 1953).

_____. "Wyndham Lewis: His Theory of Art and Communication." Shenandoah 4, nos. 2 and 3 (Autumn, 1953).

1954

_____. "Catholic Humanism and Modern Letters." in Christian Humanism in Letters: The McAuley Lectures, Series 2, 1954 (West Hartford, Connecticut: St. Joseph College, 1954).

_____. "Comics and Culture." in Our Sense of Identity: A Book of Canadian Essays. Malcolm.Ross, ed. (Toronto: Ryerson Press, 1954).

_____. "Joyce, Mallarme and the Press." Sewanee Review 62, no. 1 (Winter, 1954).

_____. "Media as Art Forms." Explorations 3 (August, 1954).

_____. "New Media as Political Forms." ibid.

_____. "Poetry and Society." Poetry 84, no. 2 (May, 1954): 93-95.

_____. "Sight, Sound, and the Fury." Commonweal 60 (April 9, 1954): 7-11.

1955

_____. "Five Sovereign Fingers Taxed the Breath." Shenandoah 7, no. 1 (Autumn, 1955).

_____. "An Historical Approach to Media." Teacher's College Record 57, no. 2 (November, 1955): 104-10.

_____. "The Poetry of T.S. Eliot." Renascence 3, no. 3 (Spring, 1955).

_____. "Psychopathology of Time and Life." in The Scene Before You: A New Approach to American Culture. Chandler Brossard, ed. (New York: Rinehart, 1955).

_____. "Radio and Television vs. the ABCED-Minded." Explorations 5 (June, 1955).

_____. "Space, Time and Poetry." Explorations 4 (February, 1955).

1956

_____. "Educational Effects of Mass Media of Communications." Teacher's College Record 57, no. 6 (March, 1956): 400-403.

_____. "The Media Fit the Battle of Jericho." Explorations 6 (July, 1956).

_____. "Mimesis." Renascence 9, no. 2 (Winter, 1956).

_____. "The New Languages." The Changing Review 10, no. 1 (Spring, 1956).

1957

_____. "American Advertising." in Mass Culture: The Popular Arts in America. Bernard Rosenberg and David Manning White, eds. (Glencoe, Ill.: Free Press, 1957): 435-42.

_____. "Classroom Without Walls." Explorations 7 (March, 1957).

_____. "Coleridge as Artist." in The Major English Romantic Poets: A Symposium in Reappraisal. Clarence D. Thorpe, Carlos Baker, and Bennett Weaver, eds. (Carbondale Illinois: Southern Illinois University Press, 1957).

_____. "David Reisman and the Avant-Garde." Explorations 7 (March, 1957).

_____. "The Effect of the Printed Book on Language in the Sixteenth Century." ibid.

_____. "Jazz and Modern Letters." ibid.

_____. "Subliminal Projection on Project." Canadian Forum 37 (December, 1957): 196-97.

_____. "Why the CBC Must Be Dull." Saturday Night 72 (February, 1957): 13-14.

The following articles appeared in Explorations 8 (October, 1957).

"The Alchemy of Social Change."
"American Model, 1795."
"The Bathroom Baritone and the Wide Open Spaces."
"The Bespoke Tailor."
"Brainstorming"
"Characterization in Western Art, 1600-1900."
"Churchill Mobilizes the English Language."
"Electronics as ESP."
"Eminent Extrapolators."
"The Journalists Dilemma."

"The Liturgical Review."
"Milton Had His Daughters, I Have My Dictaphone."
"No Upside Down in Eskimo."
"The Old New Rich and the New New Rich."
"Oral-Anal."
"The Organization Man."
"The pattern of Oral Strategy in the USSR."
"Picture of the World."
"Print as Patterkiller."
"Sherlock Holmes vs. the Bureaucrats."
"Stress."
"Television Murders Telephony."
"The Third Program in the Human Age."
"Verbi-Voco-Visual."

1958

Blissett, William. "Explorations." Canadian Forum (August, 1958).

McLuhan, Herbert Marshall. "Eliot's Poetry and Plays." Renascence 10, no. 2 (Winter, 1958).

_____. "The Electronic Revolution in North America." International Literacy Annual No. 1. John Wain, ed. (London: John Calder, 1958): 165-69.

_____. "Knowledge, Ideas, Information, and Communication." Yearbook of Education, 1958: 225-32.

_____. "Media Alchemy in Art and Society." The Journal of Communication 8, no. 2 (Summer, 1958).

_____. "One Wheel, All Square." Renascence 10, no. 4 (Summer, 1958).

1959

_____. "Joyce or No Joyce." review of Joyce Among the Jesuits. in Renascence 12, no. 1 (Autumn, 1959).

_____. "The Letters of William Butler Yeats." Renascence 11, no. 3 (Spring, 1959).

_____. "Myth and Mass Media." Daedalus 88, no. 2 (Spring, 1959).

_____. "Printing and Social Change." in Printing Progress: A Mid-Century Report, by the International Association of Printing House Craftsmen, Inc. (Cincinnati, 1959).

_____. "On Poetry and Poets." Renascence 11, no. 2 (Winter, 1959).

1960

_____. "Another Eliot Party." review of T.S. Eliot: A Symposium for His 70th Birthday, by N. Braybrooke, in Renascence 12, no. 3 (Spring, 1960).

_____. "Around the World, Around the Clock." review of The Image Industries, by William Lynch, ibid., no. 4 (Summer, 1960).

_____. "A Critical Discipline." review of A Portrait of the Artist as the Enemy, by Wyndham Lewis, ibid., no. 2 (Winter, 1960).

_____. "The Effects of the Improvement of Communication Media." Journal of Economic History 20 (December, 1960).

_____. "Electronics and the Changing Role of Print." Audio-Visual Communication Review 8, no. 5 (September, 1960).

_____. "Flirting With Shadows." review of The Invisible Poet: T.S. Eliot, by Hugh Kenner. Renascence 12, no. 4 (Summer, 1960).

_____. "The Medium is the Message." Forum (Spring, 1960).

_____. "Melodic and Scribal." review of Song in the Works of J. Joyce, by M.J.C. Hodgwart and M.P. Worthington, Renascence 13, no. 1 (Autumn, 1960).

_____. "Myth and Mass Media." in Myth and Mythmaking. Henry A. Murray, ed. (New York: George Braziller, 1960): 288-299.

_____. "New Media and the New Education." in Christianity and Culture. J. S. Murphy, ed. (Baltimore: Helicon Press, 1960).

_____. "The Personal Approach." review of Shakespeare and Company, by Sylvia Beach. Renascence 13, no. 1 (Autumn, 1960).

_____. "Romanticism Reviewed." review of Romantic Image, by Frank Kermode. ibid. 12, no. 4 (Summer, 1960).

_____. "Tennyson and Picturesque Poetry." in Critical Essays on the Poetry of Tennyson." John Kilham, ed. (London: Routledge and Kegan Paul, 1960).

_____. "Tennyson and the Romantic Epic." ibid.

1961

_____. "The Books at the Wake." Renascence 13, no. 4 (Summer, 1961).

_____. "The Humanities in the Electronic Age." Humanities Association Bulletin (Canada) 34, no. 1 (Fall, 1961).

_____. "Inside the Five Sense Sensorium." Canadian Architect 6, no. 6 (June, 1961).

_____. "James Joyce." Renascence 13, no. 4 (Summer, 1961).

1962

Alvarez, A. "Evils of Literacy." New Statesman (December 21, 1962).

Davin, Dan M. "The Gutenberg Galaxy." Toronto Globe and Mail (July, 1962).

McLuhan, Herbert Marshall. "The Electronic Age - The Age of Implosion." in Mass Media in Canada. John A. Irving, ed. (Toronto: Ryerson Press, 1962).

_____. "A Fresh Perspective on Dialogue." The Superior Student 4 (January - February, 1962).

_____. "Joyce, Aquinas, and the Poetic Process." in Joyce's Portrait: Criticisms and Techniques. Thomas E. Connolly, ed. (New York: Appleton - Century-Crofts, 1962): 249-265.

_____. "Prospect." Canadian Art 19 (September, 1962): 363-366.

_____. "Prospect of America." University of Toronto Quarterly 32, no. 1 (October, 1962).

_____. "Two Aspects of the Communication Revaluation." Canadian Communications 2, no. 2 (1962).

"Portrait." Canadian Saturday Night 77 (October, 1962): 33.

1963

Foshay, A. W., reviewer. "Importance of Marshall McLuhan: Review of Gutenberg Galaxy." Educational Leadership 21 (October, 1963): 35.

Freund, John. "McLuhan's Galaxy." Journal of Conference on College Composition and Communication (May, 1963).

Kermode, Frank. "Between Two Galaxies." Encounter (February, 1963).

McLuhan, Herbert Marshall. "The Agenbite of Outwit." Location Magazine 1, no. 1 (Spring, 1963).

_____. "We Need a New Picture of Knowledge." in New Insights and the Curriculum Development (Washington: National Education Association, 1963.)

1964

Bates, R., reviewer. "Medium is the Message." Tamarack Review, no. 33 (Autumn, 1964): 79-86.

Fulford, R. "...What One Communication Expert Discerns, But Has Trouble Getting Across." MacLean's Magazine 77 (June, 1964): 55.

Hagler, R. "Out of the Tribe." British Columbia Library Quarterly 28 (July, 1964): 12-16.

McCormack, T. "Innocent Eye on Mass Society." Canadian Literature, no. 22 (Autumn, 1964): 55-60.

McLuhan, Herbert Marshall. "Decline of the Visual." Dot Zero Magazine (May, 1964).

_____. "John Dos Passos: Technique vs. Sensibility." in Modern American Fiction: Essays in Criticism. A. Walton Litz, ed. (New York: Oxford University Press, 1964): 138-149.

_____. "Masks and Roles and the Corporate Society." Varsity Graduate 11, no. 2 (Summer, 1964).

_____. "Murder by Television." The Canadian Forum 43, no. 516 (January, 1964): 222-223.

_____. "New Media and the Arts." Arts in Society Magazine 3, no. 2 (September, 1964).

_____. "Notes on Burroughs." review of The Naked Lunch and Nova Express, by William Burroughs, in Nation 199 (December 28, 1964): 517-519.

_____. "Printing and the Mind." Times Literary Supplement (London), June 19, 1964.

_____. "Radio: The Trival Drum." AV Communication Review 12, no. 2 (1964).

_____. "The University in the Electric Age: The End of the Gap Between Theory and Practice." Varsity Graduate 11, no. 3 (December, 1964).

_____. "Foreward to 'Vision and Reading Achievement,'" by W.A. Hurst, in Canadian Journal of Optometry 25, no. 4 (April, 1964).

Ricks, Christopher. "Electronic Man." New Statesman (December, 1964).

Walker, D. "McLuhan Explains the Media." Executive 6 (August, 1964): 22-27.

Watkins, M. H., reviewer. "McLuhan is the Message." Continuous Learning 3 (October, 1964): 206-209.

Williams, Raymond. "A Structure of Insights." University of Toronto Quarterly (April, 1964).

1965

Behar, J. and Lieberman, B., reviewers. "Paradise Regained or McLuhancy." Teacher's College Record 66 (April, 1965): 645-649.

Boulding, Kenneth E., Reviewer. "Media and the Message." Canadian Journal of Economics 31 (May, 1965): 269-273.

Compton, N. "Cool Revolution." Nation 39 (January, 1965): 79-81.

McGeachy, J. B. "New Variety of Northern Light." Finance Post 59 (December, 1965): 7.

McLuhan, Herbert Marshall. "Art as Anti-Environment." Art News Annual 31 (February, 1965).

_____. "T.S. Eliot: Radio Broadcast." Canadian Forum 44 (February, 1965): 243-244.

"McLuhan Metaphor." New Yorker 41 (May 15, 1965): 43-44.

Rosenberg, H. "Philosophy in a Pop Key." New Yorker 41 (February 27, 1965): 129-136.

Ross, A. "High Priest of Pop Culture." MacLean's Magazine 78 (July 3, 1965): 13, 42-43.

Schickel, R. "Marshall McLuhan: Canada's Intellectual Comet." Harper 231 (November, 1965): 62-68.

Sontag, Susan. "One Culture and the New Sensibility." Chapter X (New York: Farrar, Straus, and Giroux, 1965).

1966

Ashton, D. "Art." Arts and Architecture 83 (July, 1966): 6+.

DeMott, Benjamin. "Against McLuhan." Esquire 66 (August, 1966): 71-73.

Editorial. "McLuhan Now in PR Field." Finance Post 60 (December, 1966): 29.

Editorial. "People Are Talking About..." Vogue 148 (July, 1966): 60-61

Editorial. "What Nature Abhors: Current Tour." Nation 203 (December, 1966): 596.

Elliott, George P. "Marshall McLuhan: Double Agent." The Public Interest (Summer, 1966).

Goldin, A. "McLuhan's Message: Participate, Enjoy." Arts 40 (May 1966): 27-31.

Gordon, W. "McLuhan is the Message." Print 20 (July, 1966): 35-37.

Gossage, Howard Luck. "Understanding Marshall McLuhan." Ramparts (April, 1966).

Howard, J. "Oracle of the Electric Age." Life 60 (February 25, 1966): 91-92.

Johansen, John M. "An Architecture for the Electronic Age." The American Scholar (Spring, 1966).

McLuhan, Herbert Marshall. "Address at Vision '65." The American Scholar (Spring, 1966).

_____. "The Crack in the Rear View Mirror." McGill Journal of Education (Spring, 1966).

_____. "Electronics and the Psychic Drop-out." This Magazine Is About Schools 1, no. 1 (April, 1966).

_____. "The Emperor's Old Clothes." in The Man Made Object, Gyorgy Kepes, ed. (New York: George Braziller, 1966).

_____. "Environmental Change and the New Technology." Dicta Magazine, no. 8 (October, 1966).

_____. "Great Change-Overs for You." Vogue 148 (July, 1966): 62-63.

_____. "Guaranteed Income in the Electric Age." The Guaranteed Income: A Symposium in Income Distribution in a Cybernated Era, by Robert Theobald (New York: Doubleday, 1966).

_____. "The Invisible Environment; Address." Canadian Architecture 11 (May, 1966): 71-74, (June, 1966): 73-75.

_____. "The Invisible Environment: The Future of Consciousness." Perspecta Magazine (Yale Architectural Journal), no. 11 (Fall, 1966).

_____. "Questions and Answers with Marshall McLuhan." Take One Magazine 1, no. 2 (November-December, 1966).

_____. "The Relation of Environment to Anti-Environment." University of Windsor Review 11, no. 1 (Autumn, 1966).

Parker, H. W., reviewer. "Medium is the Message: Review of Understanding Media; The Extensions of Man." Educational Screen AV Guide 45 (March, 1966): 26.

Schwartz, T. "Old Wine in New Bottles." Popular Photography 59 (February, 1966): 50.

Silberman, C. E. "Is Technology Taking Over?" Fortune 73 (February, 1966): 112-15.

Smith, D. "Report on the World of Marshall McLuhan: The Artist and/in The Electronic Environment." Craft Horizon 26 (November, 1966): 42+.

Taylor, S., reviewer. "Understanding Media." Film Quarterly 19, no. 3 (Spring, 1966): 58-64.

1967

Arlan, M. J. "Air." New Yorker 43 (April 1, 1967): 135-138.

Barnett, J. "Architecture in the Electronic Age." Architectural Record 141 (March, 1967): 151-152.

Battle, B. "Gone With McLuhan." Record 69 (December, 1967): 281-283.

Culkin, J. J. "Schoolman's Guide to Marshall McLuhan." Saturday Review 50 (March 18, 1967): 51-53.

Editorial. "McLuhan Appointed to Fordham's Schweitzer Chair." Publisher's Weekly 191 (January 16, 1967): 59.

Editorial. "McLuhan Montage." Library Journal 92 (April 15, 1967): 1701-1703.

Editorial. "Message of McLuhan." Newsweek 69 (March 6, 1967): 53-57.

Editorial. "Purves Lecturer Selected for New York Convention." American Institute of Architecture Journal 47 (March, 1967): 10.

Editorial. "Understanding Marshall McLuhan; or, Will TV Put a Zombie in Your Future." Senior Scholastic 90 (April 28, 1967): 13-16.

Findlay, P. R. "Clues to McLuhan." Queen's Quarterly 74 (Winter, 1967): 694-699.

Fiore, Quentin. "Graphics Convey Message in 'Medium is the Massage.'" Publisher's Weekly 191 (April 3, 1967): 62-64.

Gilman, R., reviewer. "McLuhan Hot and Cool." New Republic 157 (November, 1967): 34-36.

Hurley, M. P. "Marshall McLuhan: Communications Explorer." America 116 (February 18, 1967): 241-243.

Kattan, N. "Marshall McLuhan." Liberté 9 (September-October, 1967): 15-20.

Kostalanetz, R. "Understanding McLuhan." New York Times Magazine (January 29, 1967): 18-19.

Leary, D. J. "Book of the Month." Catholic World 205 (June, 1967): 177-178.

Leary, D. J. "Voices of Convergence: Teilhard, McLuhan, and Brown." Catholic World 204 (January, 1967): 200-201

Ludwig, M. E. "Architecture in the McLuhan Age." American Institute of Architecture Journal 48 (August, 1967): 37-38.

McHale, J., reviewer. "Understanding Media." Progressive Architecture 48 (February, 1967): 170+.

McLuhan, Herbert Marshall. "Car as a Toy." MacLean's Magazine 80 (September, 1967): 14.

_____. "Future of Education: Class of 1989." Look 31 (February 21, 1967): 23-25.

_____. "Future of Sex." Look 31 (July 25, 1967): 56-60.

_____. "The Humanities in the Electronic Age." The Book of Canadian Prose 11 (Toronto, W. G. Cage, Ltd, 1967).

_____. "Invisible Environment: The Future of an Erosion." Perspecta 11 (1967): 161-7.

_____. "Love." Saturday Night 82 (February, 1967): 25-28.

_____. "Medium is the Message." NEA Journal 56 (October, 1967): 24-27.

_____. "The New Education." The Basilian Teacher 2, no. 2 (1967).

_____. "The Relation of Environment to Anti-Environment." in The Human Dialogue, Floyd Matson and Ashley Montagu, eds. (New York: The MacMillan Company, 1967).

_____. "Santa Claus Gets the Message." McCalls 95 (December, 1967): 97+.

_____. "Technology and Environment." Arts Canada 24 (February, 1967): 3-5.

_____. "What TV Is Really Doing to Your Child." Family Circle (March, 1967).

_____. "Understanding Canada and Sundry Other Matters." Mademoiselle 64 (January, 1967): 114-115.

Melvin, K. "McLuhan the Medium." Phi Delta Kappan 48 (June, 1967): 488-91.

Meyer, F. S. "Medium is the Medium." National Review 19 (April 18, 1967): 419.

Shayon, R. L. "Not-So-Cool Medium." Saturday Review 50 (April 15, 1967): 46.

Taylor, M. "Accumulation of Excellence." The Reading Teacher 20 (February, 1967): 465.

Trini, T., reviewer. "Gutenberg Galaxy, The Making of Typographic Man." Domus 451 (June, 1967): 40.

1968

Bronson, D. B. "Reading, Writing, and McLuhan." English Journal 57 (November, 1968): 1151-1155.

Comstock, W. R. "Marshall McLuhan's Theory of Sensory Form: A Theological Reflection." Sound 51 (Summer, 1968): 166-183.

Crow, P. "Cool Hand McLuhan." The Texas Outlook 52 (April, 1968): 52-53.

Culkin, J. M. "Churchman's Guide to Marshall McLuhan." Religious Education 63 (November, 1968): 457-462.

Day, B. "Too Hot Not To Cool Down." Sight and Sound 37 (Winter, 1967-68): 28-32

Forge, A., reviewer. "Medium is the Massage." Studio 175 (March, 1968): 162-163.

_____. "Verbi-Voco-Visual Explorations." Studio 175 (March, 1968): 162-63.

Frederick, Sister Mary. "Messages, McLuhan and Moran." NCEA Bulletin 64 (February, 1968): 34-39.

"Hardware Store." Time 92 (August 9, 1968): 48.

Kenner, H. "Understanding McLuhan." Newsweek 67 (February 28, 1968): 56-57.

Kudielka, R. "The Medium is the Massage." Kunstwerk 21 (February, 1968): 42-45.

Kuhn, H. B. "McLuhan: Hero or Heretic." Christian Today 12 (September 12, 1968): 8-9.

Luedders, E. "McLuhan Thesis: Its Limits and Its Appeal." English Journal 57 (April, 1968): 565-567.

"Marketing the Message." Newsweek 72 (July 15, 1968): 54.

McLuhan, Marshall H. "All of the Candidates Are Asleep." Saturday Evening Post 241 (August 10, 1968): 34-36.

_____. "Fashion: A Bore War?" excerpt from War and Peace in the Global Village. Saturday Evening Post 241 (July 27, 1968): 29.

_____. "Great Debate: McLuhan, Mailer, and Muggeridge." Montrealer 42 (May, 1968): 31-34, 36-40.

_____. "Is Book Dead?" excerpt from address. Clear House 42 (March, 1968): 447-448.

_____. "Art is Anything You Can Get Away With." Art Education 21 (May, 1968): 20-21.

_____. "Whole World is Happening." Harper's Bazaar 101 (April, 1968): 152-61.

Michael, T. A. "McLuhan, Media and the Ministry." Christian Century 85 (May 29, 1968): 708-712.

Rabil, A. "Future as History and History as the End: An Interpretation of Marshall McLuhan." Sound 51 (Spring, 1968): 80-100.

Sidwell, R. T. "Cooling Down the Classroom: Some Educational Implications of the McLuhan Thesis." Educational Forum 32 (March, 1968): 351-358.

Sloan, J. H. "Understanding McLuhan: Some Implications for the Speech Teacher and Critic." Speech Teacher 17 (March, 1968): 140-144.

Smith, H. R. "Media Men Arise: What If McLuhan Is Right?" Educational Screen AV Guide 47 (June, 1968): 18-19.

Sylwester, R. "McLuhan, Plug Into the Twentieth Century." The Instructor 78 (November, 1968): 53+.

Travers, D. "But What if McLuhan is Right?" Catholic World 207 (June, 1968): 111-115.

Wagner, G. "Charlatan as Saint." National Review 20 (November 19, 1968): 1174-76.

Willis, E. E. "McLuhanism, Television and Politics." Quarterly Journal of Speech 54 (December, 1968): 404-409.

Simmerman, P. D. "Massaging McLuhan." Newsweek 72 (September 23, 1968): 102.

1969

Branscrabe, F. "Marshall McLuhan Mediated." Audiovisual Instruction 14 (June, 1969): 76-77.

Duffy, D. "Fortune Cookie." Nation 209 (December 8, 1969): 638-639.

Editorial. "Marshalling McLuhan." Canadian Banker 76 (March-April, 1969): 2-4.

McLuhan, Herbert Marshall. "Communication in the Global Village." Canadian Personnel 16 (March, 1969): 29-32.

_____. "An Interview with Marshall McLuhan," Playboy 16 (March, 1969): 53-74; 158.

_____. "Wyndham Lewis." Atlantic 224 (December, 1969): 93-94.

Palmer, T. "Gadfly and the Dinosaur," English Journal 58 (January, 1969): 69-71

Wilkey, J. W. "Marshall McLuhan and Meaning in Music," Education Journal 56 (September, 1969): 54-58.

1970

Danziger, H. "Music For The Children of Marshall McLuhan," Music Education Journal 57 (October, 1970): 20-24.

McLuhan, Herbert Marshall. "McLuhan on Religion," Christianity Today 14 (February 13, 1970): 34.

Malloch, A. E. "McLuhan's Discourse," University of Toronto Quarterly 40 (Fall, 1970): 103-105.

Nulman, L. "McLuhanism: A Jewish Educator's Response," Religious Education 65 (November, 1970): 503-509.

Radcliffe, P., interviewer. "School is Often an Interruption of a Child's Education," Times Educational Supplement 2886 (September 11, 1970): 30.

Ross, A. "Worshipful Visit To The Shrine of McLuhan," Finance Post 64 (April 18, 1970): 7.

Shayon, R. L. "Avenging Eye," Saturday Review 53 (May 16, 1970): 58.

Smith, H. R. "Linear Teacher and the Non-Linear McLuhan," Clear House 45 (October, 1970): 125-128.

1971

Blake, R. W. "New English: Hot Stuff or Cool Man, Cool?" English Journal 60 (September, 1971): 728-734.

Compton, N., reviewer. "Out of Orbit," Canadian Literature, no. 47 (Winter, 1971): 91-94.

Globa, R. J. "Marshall McLuhan and Sir Patrick Spens," English Journal 60 (January, 1971): 62-4.

Kilpatrick, W. K. "McLuhan: Implications For Adolescence," Adolescence 6 (Summer, 1971): 235-258.

McLuhan, Herbert Marshall, "Obiter Dieta; Letter," Atlantic 228 (October, 1971): 38-40.

Schewe, D. H. "McLuhan's Rhetorical Devices in Understanding Media," Aesthetic Education 5 (July, 1971): 158-68.

Wallenfeldt, E. C. "Student Personnel Work in the Electric Age," NASPA Journal 9 (October, 1971): 111-118.

Woodcock, G. "Inquest on McLuhan," Nation 213 (November 1, 1971): 437-439

1972

Cameron, E. "McLuhan, Youth and Leterature," Horn Book 48 (October, 1972): 433-40; (December 1972): 572-9.

Gambino, R. "McLuhanism: A Massage That Muddles," Midwest Quarterly 14 (October, 1972): 53-62.

McLuhan, Herbert Marshall, "McLuhan Dissects The Executive," Business World (June 24, 1972): 118.

_____. "Yestermorrow of the Book," UNESCO Courier 25 (January, 1972): 16-17

Wasson, R. "Marshall McLuhan and the Politics of Modernism," Massachusetts Review 13 (Autumn, 1972): 567-580.

1973

Barry, A. J. "Who's Afraid of Marshall McLuhan," Delta Kappa Gamma Bulletin 39 (Summer, 1973): 26-33.

Humes, D. M. "Art as Anti-Environment," Art Education 26 (December, 1973): 2-5

Neill, S. D. "McLuhan's Media Charts Related to the Process of Communication," AV Communications Review 21 (Fall, 1973): 277-297.

Robin, K. H. "McLuhan, Media, Unrest," College & University Journal 12 (November, 1973): 26-29.

Seigel, H. B. "McLuhan, Mass Media and Education," Journal of Experimental Education 41 (Spring, 1973): 68-70

BOOKS

1951

McLuhan, Herbert Marshall. The Mechanical Bride: Folklore of Industrial Man (New York: The Vanguard Press, Inc., 1951).

1956

McLuhan, Herbert Marshall, ed. Selected Poetry of Tennyson (New York: Rinehart and Company, Inc., 1954).

1960

McLuhan, Herbert Marshall and Carpenter, E.S. Explorations in Communication (Boston: The Beacon Press, 1960).

1962

McLuhan, Herbert Marshall. The Gutenberg Galaxy: The Making of Typographic Man (Toronto: The University of Toronto Press, 1962).

1964

_____. Understanding Media: The Extensions of Man (New York: McGraw-Hill, Inc., 1964).

McLuhan, Herbert Marshall and Schoeck, Richard J. eds. Voices of Literature, Volume I (New York: Holt, Rinehart and Winston, Co., 1964).

1965

_____. Voices of Literature, Volume II (New York: Holt, Rinehart and Winston Co., 1965).

1967

McLuhan, Herbert Marshall. The Medium is the Massage (New York: Random House, Inc., 1967).

McLuhan, Herbert Marshall, et al. Verbi-Voco-Visual Explorations (New York: Something Else, 1967).

1968

Crosby, H. H. and Bond, G. R., compilers. On: Understanding Media (New York: American Book Co., 1968).

Finkelstein, S. W. Sense and Nonsense of McLuhan (New York: International Publishers, 1968).

McLuhan, Herbert Marshall and Fiore, Quentin. War and Peace in the Global Village: An Inventory of Some of the Current Spastic Situations That Could Be Eliminated by More Feedforward. (New York: McGraw-Hill Book Company, 1968).

McLuhan, Herbert Marshall and Parker, Harley. Through the Vanishing Point; Space in Poetry and Painting (New York: Harper and Row Publishers, 1968).

Rosenthal, R., ed. McLuhan Pro and Con (Baltimore: Penguin Books, 1968).

1969

McLuhan, Herbert Marshall. Counterblast (New York: Harcourt, Brace, and World, 1969).

McLuhan, Herbert Marshall et al. Exploration of the Ways, Means and Values of Museum Communication with the Viewing Public (New York: Museum of the City of New York, 1969).

McNamara, Eugene, ed. The Interior Landscape: (McLuhan's) Literary Criticism (New York: McGraw-Hill Book Company, Inc., 1969).

1970

McLuhan, Herbert Marshall. Culture is Our Business (New York: McGraw-Hill Book Company, Inc., 1970).

_____. From Cliche to Archetype (New York: Viking Press, 1970).

1971

McLuhan, Marshall and R. J. Schoeck. Voices of Literature: Sounds, Masks, Roles. Holt, Rinehart and Winston, 1971.

Theall, Donald F. The Medium Is The Rear View Mirror (Montreal and London: McGill - Queens University Press, 1971).

1972

McLuhan, Marshall and Barrington Nevitt. Take Today: The Executive as Dropout. Harcourt, Brace and Jougnovich, 1972.

MOVIES

1968

Marshall McLuhan: The Medium Is The Massage; Two parts. Senior and Adult Film, Produced by McGraw-Hill, 1968. Available from Syracuse University, 1455 E. Colvin St., Syracuse, N.Y., 13210. Serial #3-62-60. 55 Minutes. $30.00 Rental Fee.

REVIEWS

1. Reviews of The Mechanical Bride.

Kirkus, 19 (February 1, 1951): 90.

Morris, Rudolph E. untitled review. Renascence (Spring, 1952).

New Republic 125 (November 26, 1951): 21

Cohn, D. L. New York Times (October 21, 1951): 26

2. Reviews of Understanding Media

Behar, Jack. Teacher's College Record 66 (April, 1965): 645.

Compton, Neal. Commentary 39 (January, 1965): 79

Fox, C. J. Commonweal 81 (October 16, 1964): 105.

Holmes, D. A. and Zabriskie, George. Nation 199 (October 5, 1964): 194.

Kermode, Frank. N. Y. Review of Books 2 (August 20, 1964): 15.
Time 84 (July 3, 1964): 88.

Kostelanetz, Richard. Commonweal 83 (December 3, 1965): 286.

Lieberman, Ben. Teacher's College Record 66 (April, 1965): 645.

MacDonald, Dwight. Book Week (June 7, 1964): 1.

Mainwaring, Donald. Christian Science Monitor (July 2, 1964): 7.

Oboler, E. M. Library Journal 89 (June 1, 1964): 2359.

Page, J. E. America 112 (March 13, 1965): 372.

Ricks, Christopher, New Statesman 68 (December 11, 1964): 925.

Rosenberg, Harold. New Yorker 41 (February 27, 1965): 129.

West, Paul. Canadian Forum 44 (October, 1964): 165.

3. Reviews of The Medium Is The Massage

Degnan, James. Critic 26 (August, 1967): 62. Economist 224 (September 30, 1967): 1201.

Dillon, H. W. Library Journal 92 (June 1, 1967): 2172.

Green, Martin. Commonweal 86 (June 23, 1967): 395.

Kitman, Marvin. N. Y. Times Book Review (March 26, 1967): 6

Kostelanetz, Richard. Reporter 36 (April 20, 1967): 52.

Lekachman, Robert. Harper 234 (June, 1967): 103.

Nairn, Tom. New Statesman 74 (September 1967): 362.

Nordell, Roderick. Christian Science Monitor (March 30, 1967): 11.

Quinn, J. J. Best Seller 27 (April 1, 1967): 14.

Schlesinger, A. M. Book Week (March 19, 1967): 1.

Time 89 (March 3, 1967): 102.

Times Literary Supplement (September 28, 1967): 887

4. Reviews of Through The Vanishing Point

Cevasco, G. A. Library Journal 93 (November 1, 1968): 4130.

Harding, D. W. N. Y. Review of Books 11 (January 2, 1969): 15

Wagner, Geoffrey. National Review 20 (November 19, 1968): 1174.

Wolfe, Tom. Book World (September 15, 1968): 4.

5. Reviews of War and Peace in The Global Village

Cassata, M. B. Library Journal 93 (November 1, 1968): 4126.

Harding, D. W. N.Y. Review of Books 11 (January 2, 1969): 15.

Wagner, Geoffrey. National Review 20 (November 19, 1968): 1174.

Wolfe, Tom. Book World (September 15, 1968): 4.

Zimmerman, P. D. Newsweek 72 (September 23, 1968): 102.

6. Reviews of Counterblast

Burke, Kenneth. New Republic 162 (February 7, 1970): 30.

Caemmerer, R.R. Christian Century 87 (February 4, 1970): 146.

Davis, R. G. N. Y. Times Book Review (December 21, 1969): 8.

Duffy, Dennis. Nation 209 (December 8, 1969): 638.

Katz, Bill. Library Journal 95 (February 1, 1970): 491.

Minudri, Regina. Library Journal 95 (April 15, 1970): 1664.

7. Reviews of The Interior Landscape

Cushman, Keith. Library Journal 95 (February 1, 1970): 497.

Davis, R. G. N. Y. Times Book Review (December 21, 1969): 8.

Virginia Quarterly Review 46 (Summer, 1970).

Wagner, Geoffrey. Book World (November 30, 1969): 15.

8. Reviews of Culture Is Our Business

Little, S. W. Saturday Review 53 (May 9, 1970): 68

Millar, Neil. Christian Science Monitor (July 23, 1970): 7.

Palmer, J. W. Library Journal 95 (September 1, 1970): 2797.

Young, Dudley. N. Y. Times Book Review (July 12, 1970): 7.

9. Reviews of From Cliche to Archetype.

Fowles, John. Saturday Review 53 (November 21, 1970): 32

Kenner, Hugh. N. Y. Times Book Review (December 13, 1970): 7.

Millar, Neil. Christian Science Monitor (July 23, 1970): 7.

Murray, J. J. Best Seller 30 (January 1, 1971): 424.

Palmer, J. W. Library Journal 95 (September 1, 1970): 2797.

10. Reviews of Take Today: The Executive as Dropout

Henniker-Heaton, P. J. Christian Science Monitor (May 17, 1972): 13

La Rossa, Daniel. Library Journal 97 (March 15, 1972): 1030.

Nordberg, R. B. Best Seller 32 (June 1, 1972): 121.

Whittemore, Reed. New Republic 116 (June 10, 1972): 25.